

**Communication** – the transfer of information between 2 or more parties

Giving Information

*Feedback*

Receiving Information

Audiences, internal & external, can be formal or informal

### Mediums

Face to Face	Verbal/oral	Electronic	Visual	Written	Sound
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### 12 Barriers

Language	Technical Content	Inadequate Feedback	Lack of understanding	Emotional interference	Degree of knowledge
Quality of information	Inappropriate medium	Lack of trust in sender	Cultural differences	Poor listening skills	Position or status

### Benefits of Good Communication

Increased sales	Building reputation	Motivation	Improved efficiency	Improved product info	Achieving Objectives
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### Effects of Bad Communication

Falling sales	Disruption of supplies	Environment	Effects on workforce	Reduced productivity & efficiency	Bad Publicity
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### Internal

Managers	Owners	Shareholders	Workers
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### Stakeholders

Customers	Community	Government	Pressure Groups	Suppliers
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### External

### Methods

Oral	Visual	Paper-Based	Electronic
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### Written

Letter	Report	CV	Memo	Agenda	Minutes	Notices	Invoice	Newsletter
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### Electronic

Email	Loyalty cards	Fax	Apps	Web based
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### Oral

Face to face	Meetings	Presentations	Performance review
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### Images

Logo	House Style	Celebrity endorsement	Slogans & straplines
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### Information Site

### Online Presence

### E Commerce Site

**Domain Name** – Memorable, available & easy to type. Not Speedofart (speed of art)

**Hosting** – what features do you need, payments, how many email addresses, storage space, ad free, secure, reliable & cost effective

### Legislation

Data Protection Act	Copyright	Accessibility
No posting personal information about customers	Images, text, music must be ORIGINAL	Disabilities include sight, hearing, literacy, colour blind, dyslexic, epileptic

**SEO** – Get found – build online presence, links, social media, blogs, clear navigation, keywords

### Tools

Word Processing	Desktop Publishing (DTP)	Email	Videoconferencing	Teleconferencing	Presentation
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Templates – spell checkers etc included in office tools.

**Videoconferencing/teleconferencing** give cost saving advantages as reduce travel for attendance, can call meetings with scattered teams at short notice etc

**Presentation skills** as important as software – also flipcharts, OHT's etc can be used

**Organisation Charts** - help show where employees fit in organisation. **Hierarchy** shows layers of responsibility and seniority. **Flat structures** – short line of communication easily adapt to change.

**Tall structures** - good opportunities for promotion, slow to react to change.

